COLUMBIA PRESSBOOK

KENNETH MORE . . . *the fumbling "wolf" who chased Kay Kendall in "Genevieve"... now the handsome young man on a tropic island with four lovely girls!*

"PARADISE LAGOON" . . . *romantic comedy of the highest order... Technicolor version of James M. Barrie's famed stage hit, "The Admirable Crichton!"*

SALLY ANN HOWES . . . *star of Broadway's "My Fair Lady" . . . as the blonde who shares an island—and a man—with three love-hungry damsels!*

CAST

Crichton	Kenneth More	Agatha	Miranda Connell
Tweeny	Diane Cilento	Vicar	Miles Malleson
Lord Loam	Cecil Parker	Captain	Eddie Byrne
Lady Mary	Sally Ann Howes	Mrs. Perkins	Joan Young
Lady Brocklehurst	Martita Hunt	Fisher	Brenda Hogan
Treherne	Jack Watling	Rolleston	Peter Welch
Brocklehurst	Peter Graves	Lovegrove	Toke Townley
Ernest	Gerald Harper	Thomas	Roland Cupram
Catherine	Mercy Haystead		

CREDITS

Screen Play by Vernon Harris; Based on the Play by J. M. Barrie; Adapted and Directed by Lewis Gilbert; Second Unit Director, Ronald Spencer; Assistant Director, Frederick Slark; Musical Score by Douglas Gamley; Conducted by Muir Mathieson; Color by Technicolor; Director of Photography, Wilkie Cooper, B.S.C.; Production Supervisor, Victor Lyndon; Film Editor, Peter Hunt; Production Designed by William Kellner; Costume Designer, Bernard Nevill; Devices by Emett; Special Effects, Wally Veevers; Camera Operator, Harry Gillam; Set Decorator, Freda Pearson; Continuity, Shirley Barnes; Assistant Art Director, W. E. Hutchinson; Sound Supervisor, John Cox; Sound Recording, George Stevenson, Red Law; Sound Editor, John Glen; Make-up, Neville Smallwood; Hairdressing, Joan Smallwood; Wardrobe Supervisor, Jean Fairlie; Stills Cameraman, Eric Gray; Associate Producer, Dennis Van Thal; Produced by Ian Dalrymple; A Modern Screen Play Production. A Columbia Picture.

STORY

(Not for Publication)

When they are shipwrecked on a tropic island, his fellow-castaways come to rely completely upon Crichton, a handsome young butler. Lady Mary, Lord Loam's oldest daughter, falls in love with Crichton; her two sisters join Tweeny, their maid, in idolizing him. Finally rescued, Crichton and Lady Mary find it impossible to forget their blissful island affair.

(Running Time: 94 Minutes)

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(THREE SHEET)

OFFICIAL BILLING

COLUMBIA PICTURES	25%
presents	
KENNETH MORE	75%
DIANE CILENTO • CECIL PARKER	65%
in	
PARADISE LAGOON	100%
and	
SALLY ANN HOWES	65%
(Star of MY FAIR LADY)	15%
TECHNICOLOR®	25%
Screen Play by VERNON HARRIS	15%
Based on the Play "THE ADMIRABLE CRICHTON" by JAMES M. BARRIE	30%
Produced by IAN DALRYMPLE • Directed by LEWIS GILBERT	15%
A MODERN SCREEN PLAY PRODUCTION	15%

Ad No. 401—500 Lines

Ad No. 206—200 Lines

This ad also available as Ad No. 301—384 Lines (3 Cols. x 128 Lines).

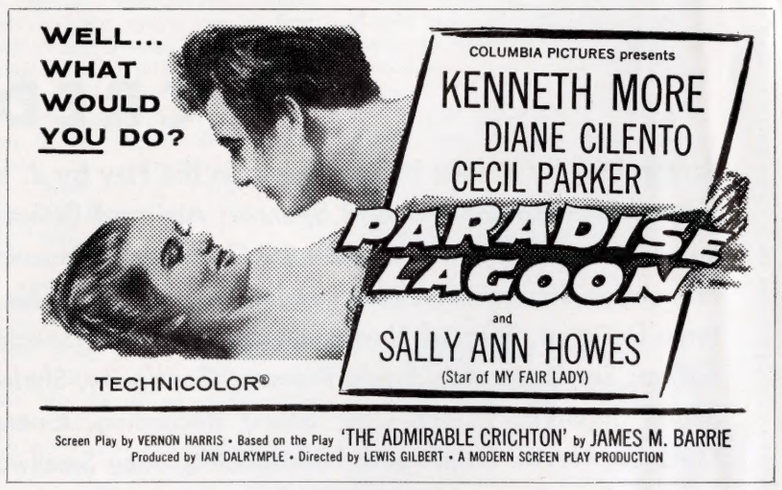
(Mat 2-A; Still No. Art 1) *One shipwrecked guy (Kenneth More) cast ashore with four luscious, lonely damsels (l. to r. Diane Cilento, Mercy Haystead, Miranda Connell and Sally Ann Howes, star of "My Fair Lady") . . . that's the story of "Paradise Lagoon," Columbia Pictures' Technicolor production.*

COMPOSITE CAMPAIGN MAT SPECIAL No. 1

includes the following:

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Ad No. 201
- Ad No. 202
- Ad No. 203
- Publicity 1-A
- Publicity 2-A

(Mat 1-A; Still No. 15) *Kenneth More and Sally Ann Howes, star of "My Fair Lady," are a romantic team in "Paradise Lagoon," Columbia's Technicolor production.*



Ad No. 202—66 Lines

Ad No. 201—36 Lines

Well... what would you do?...

Judge for yourself, if this shipwrecked guy is to blame! What would you do, if a yacht went down and cast you ashore on a tropic isle with four luscious lonely damsels ...for two long years! Well sir, maybe the feller didn't do wrong...but he didn't do bad, either!

Come, see for yourself!

COLUMBIA PICTURES presents

KENNETH MORE
DIANE CILENTO
CECIL PARKER

TECHNICOLOR®

PARADISE LAGOON

and

SALLY ANN HOWES
(Star of MY FAIR LADY)

Screen Play by VERNON HARRIS
Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
Produced by IAN DALRYMPLE
Directed by LEWIS GILBERT
A MODERN SCREEN PLAY PRODUCTION

Ad No. 207—280 Lines

THE HEIRESS AND THE MAN HER MONEY COULDN'T BUY...

COLUMBIA PICTURES presents

Kenneth MORE
Diane CILENTO
Cecil PARKER

PARADISE LAGOON

and

Sally Ann HOWES
(Star of MY FAIR LADY)

A MODERN SCREEN PLAY PRODUCTION
TECHNICOLOR®

Screen Play by VERNON HARRIS
Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
Produced by IAN DALRYMPLE
Directed by LEWIS GILBERT

Ad No. 104—78 Lines

CASTAWAYS!

Kenneth MORE
Diane CILENTO
Cecil PARKER

PARADISE LAGOON

and

Sally Ann HOWES
(Star of MY FAIR LADY)

A COLUMBIA PICTURE
TECHNICOLOR®

Screen Play by VERNON HARRIS
Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
Produced by IAN DALRYMPLE
Directed by LEWIS GILBERT
A MODERN SCREEN PLAY PRODUCTION

Ad No. 102—40 Lines

Well...he didn't do wrong but he didn't do bad either!

COLUMBIA PICTURES presents

Kenneth MORE
Diane CILENTO
Cecil PARKER

PARADISE LAGOON

and

Sally Ann HOWES
(Star of MY FAIR LADY)

TECHNICOLOR®

Screen Play by VERNON HARRIS
Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
Produced by IAN DALRYMPLE
Directed by LEWIS GILBERT
A MODERN SCREEN PLAY PRODUCTION

Ad No. 205—144 Lines

SHIPWRECKED IN PARADISE!

COLUMBIA PICTURES presents

Kenneth MORE
Diane CILENTO
Cecil PARKER

PARADISE LAGOON

and

Sally Ann HOWES
(Star of MY FAIR LADY)

TECHNICOLOR®

Screen Play by VERNON HARRIS
Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
Produced by IAN DALRYMPLE • Directed by LEWIS GILBERT • A MODERN SCREEN PLAY PRODUCTION

Ad No. 204—100 Lines

JOIN THE LOVE-HUNGRY CASTAWAYS!

Kenneth MORE
Diane CILENTO
Cecil PARKER

PARADISE LAGOON

and

Sally Ann HOWES
(Star of MY FAIR LADY)

A COLUMBIA PICTURE
TECHNICOLOR®

Screen Play by VERNON HARRIS • Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
Produced by IAN DALRYMPLE • Directed by LEWIS GILBERT • A MODERN SCREEN PLAY PRODUCTION

Ad No. 203—78 Lines

Important!

"Paradise Lagoon" played pre-release engagements in New York, Chicago and Boston under the title, "The Admirable Crichton." If you are situated in any of these areas, be sure your advertising carries a reference to "The Admirable Crichton."

KENNETH MORE
DIANE CILENTO
CECIL PARKER

TITILLATING in TECHNICOLOR®

PARADISE LAGOON

and

SALLY ANN HOWES

A COLUMBIA PICTURE

Screen Play by VERNON HARRIS
Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
Produced by IAN DALRYMPLE
Directed by LEWIS GILBERT
A MODERN SCREEN PLAY PRODUCTION

Ad No. 101—22 Lines

A CASTAWAY AND 4 LOVE-HUNGRY GIRLS!

COLUMBIA PICTURES presents

KENNETH MORE
DIANE CILENTO
CECIL PARKER

PARADISE LAGOON

and

SALLY ANN HOWES
(Star of MY FAIR LADY)

TECHNICOLOR®

Screen Play by VERNON HARRIS
Based on the Play 'THE ADMIRABLE CRICHTON' by JAMES M. BARRIE
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A MODERN SCREEN PLAY PRODUCTION

Ad No. 103—51 Lines

'Paradise' Girl!

Stage a contest to find: "The Girl We'd Most Like to Be Shipwrecked With on 'Paradise Lagoon'!" Let the men submit names and photos of swim-suited local girls for a lobby board popularity vote. Another version of the stunt would be to post stills of the girls in the picture who are marooned on the island and have the male patrons vote for their favorites. The actresses are: Sally Ann Howes, Still No. P-51; Diane Cilento, Still N. P-40; Miranda Connell, Still No. P-21; Mercy Haystead, Still No. P-15. The actresses are also pictured in a group with Kenneth More on Still No. Art 1.

DRIVE-IN'S

- **Coconut and pineapple for "Paradise" ice cream dishes, drinks.**
- **Life buoy ring throw for distance and accuracy.**
- **Rescue race through water pool or barefoot.**
- **Direction signs: *"This Way to 'Paradise Lagoon'."***
- **Miniature turtle race.**

PLAY APPROACH

"Paradise Lagoon" is based on the James M. Barrie play, "The Admirable Crichton," one of his most famous. Use this angle to crash schools, libraries, book store windows, etc. Try for book or drama editor's review of the picture, as well as reviews by school newspaper editors, English classes!

TITLE ANGLES

Merchandise tie-ups, front displays, radio stunts and inexpensive throwaways can all pertain to the title and general theme of "Paradise Lagoon," romance on a tropical island! Use these:

- **Clam shell ash trays imprinted with title.**
- **Window displays of summer bathing, sports equipment.**
- **Spell out title with sea shells.**
- **Restaurants to feature "Paradise Lagoon" sea food dishes.**
- **Sea food recipes for newspapers.**
- **Ring life preserver framing lobby photos, displays of fish nets, drift wood, palm trees, bamboo, tropical fish, etc.**
- **Shipwreck matinee, youngsters to come barefoot, tattered clothes, with prizes for best costumes.**
- **Travel bureaus, trips to tropical isles: *"Find Your Own 'Paradise Lagoon'!"***
- **Staff dressed shipwreck-fashion, tee-shirts with picture title.**
- **Prizes for best photos of tropical islands.**
- **Manikin in torn outfit, posed on sand box in lobby.**
- **Staff member as castaway living in thatched hut on marquee.**
- **Pieces of coconut or pineapple as hors d'oeuvre for first-show patrons.**
- **Send coconuts to news critics, radio/TV personnel lettered with copy: *"Souvenir of 'Paradise Lagoon'!"***
- **Sponsor "Learn to Swim" classes.**
- **If a butler resides in town, interview on radio after he sees film.**
- **Lifeboat for lobby, survival kits from Navy, Air Force.**
- **Small live turtles with billing lettered on backs.**

THEATRE DISPLAYS

9′ x 12′ flag, single-faced, $45.00; double-faced, $75.00. Badge, 40c. Valance, $1.50 per running foot; minimum order, 10 feet. Order from: *National Flag Co., 43 W. 21 St., N. Y. 10, N. Y.* In Canada: *Theatre Poster Service, 227 Victoria St., Toronto, Ont.*

RADIO SPOT

15 SECONDS: A handsome young guy! Four luscious damsels! They're love-hungry castaways in Columbia Pictures' new Technicolor comedy, "Paradise Lagoon!" See "Paradise Lagoon!" State Theatre, now!

Accessories!

(Available at National Screen Service)

- 3 SHEET (Shown on front cover of pressbook.)
- 1 SHEET (Comparable to Ad 206 on page 2.)
- 22 x 28 (SLIDE same design.)
- INSERT CARD
- EIGHT 11 x 14's
- TRAILER
- 40 x 60, 30 x 40 and 24 x 82 DISPLAYS
- FIVE STILL SETS (25 horizontals, 20 uprights, 10 color stills, pressbook set, art set.)
- COMPOSITE MAT

STAR STILLS

Kenneth More, one of the most popular stars in British films and well-known to American audiences for his hilarious performance in "Genevieve," and lovely Sally Ann Howes, star of the successful Broadway musical, "My Fair Lady," co-star with Diane Cilento and Cecil Parker in the picture. Tie-up stills of More and Miss Howes include:

More: Port., Still No. P-54; haberdashery, P-59. Miss Howes: Ports., Still Nos. P-26, P-28, P-51, 64. Two-shots: Still Nos. 28, 160, Pub. 1. Romance: Still Nos. 11, 15, 126.

STREET BALLY

For a street bally, send a girl dressed in a tattered shirt and torn shorts, flowers in her hair, through town with a placard on her back: *"Be Shipwrecked With Me! See 'Paradise Lagoon!' State Theatre!"* She might be accompanied by a man dressed in a butler's costume, but minus his trousers!

(Review)

Blonde and beautiful Sally Ann Howes, who currently stars on Broadway in "My Fair Lady," makes a spectacularly wonderful screen appearance in Columbia Pictures' new Technicolor comedy, "Paradise Lagoon," at the ..... Theatre. She plays one of the four lovely females shipwrecked on a tropic island with a resourceful, handsome young man. Also starred are Kenneth More, Diane Cilento and Cecil Parker.

More plays the very proper butler to a very aristocratic English family consisting of Parker, Miss Howes as his oldest daughter, and two younger daughters. Miss Cilento is seen as the very humblest maid in the hierarchy of servants generally, and she, too, becomes one of Miss Howe's rivals for the romantic attentions of the capable Mr. More when the entire party is shipwrecked.

More is excellent as the snobbish butler and Miss Howes delightful as the girl who happily discovers More is a man, not a servant. Cecil Parker is properly pompous as the helpless aristocrat and Miss Cilento makes a beautiful, if saucy, maid.

Vernon Harris wrote the screen play of "Paradise Lagoon," based on the James M. Barrie play, "The Admirable Crichton." Lewis Gilbert directed and Ian Dalrymple produced the romantic comedy.

(General Advance)

What would you do if you were the handsome young man or one of the four lovely damsels cast ashore with him on a tropic isle for two long years?

The answer is to be found in Columbia Pictures' new Technicolor comedy, "Paradise Lagoon," which opens at the ..... Theatre. Kenneth More stars with Sally Ann Howes, who is now on Broadway in "My Fair Lady," vest-pocket blonde Diane Cilento and Cecil Parker.

Based on "The Admirable Crichton," the James M. Barrie play, "Paradise Lagoon" is said to provide a delicious ninety minutes in romantic paradise.

More plays the handsome, resourceful butler to an aristocratic family: Cecil Parker, and his three daughters: the lovely Miss Howes and two other nubile females. Shipwrecked with them and the butler, is the humble between-stairs maid who worships More from afar.

When the problems of survival prevail over hitherto rigid social distinctions, the butler becomes the lord and master of the island and its inhabitants. Four girls to a man!

A Modern Screen Play production, "Paradise Lagoon" was filmed on the tropical island of Bermuda. Lewis Gilbert directed and Ian Dalrymple produced for Columbia Pictures.

(Kenneth More)

If the closest to the theatre he could get was a stagehand, then that was for Kenneth More. One of England's most popular actors today, More once served behind the scenes for two years before he could obtain an acting role.

More currently stars with Sally Ann Howes, the "My Fair Lady" girl, Diane Cilento and Cecil Parker in Columbia Pictures' "Paradise Lagoon," new Technicolor romantic comedy at the ..... Theatre. In "Paradise Lagoon," More is seen as the handsome, resourceful young man cast away on a tropic island with four lovely girls.

Of Scottish descent, More moved with his family to the Channel island of Jersey where he was educated at Jersey's public school, the Victoria College. Here, he took a lively interest in the school's theatre society.

Just about the time he got his chance in British repertory, the war forced More to shelve his acting plans. He joined the Navy, later emerging from the service still determined to succeed in the theatre. A role in "Power Without Glory" led to a succession of stage and film parts, culminating in a great personal triumph in the play, "The Deep Blue Sea." Then came the fabulous "Genevieve," which rocketed More to screen stardom almost overnight, as it did Kay Kendall.

(Sally Ann Howes)

Sally Ann Howes, Broadway star of "My Fair Lady," in which she appears as a Cockney flower girl who falls in love with an aristocrat, currently plays a snobbish debutante in love with a butler in Columbia Pictures' "Paradise Lagoon," the romantic Technicolor comedy at the ..... Theatre. Starred with her are Kenneth More, Diane Cilento and Cecil Parker.

Daughter of British star Bobby Howes, Sally Ann was one of the brightest of the younger stars of the English screen, until she decided to test her talents on the legitimate stage.

After making her stage bow in "Bet Your Life," Miss Howes plunged into her first musical comedy role in "Paint Your Wagon," playing opposite her father, Bobby Howes. Together they scored a huge family success. Later, Sally Ann repeated the triumph in "Summer Song." Miss Howes was brought to America especially for "My Fair Lady," her beauty and talent combining to make her a natural for the starring role.

"Paradise Lagoon" was penned for the screen by Vernon Harris, based on the play "The Admirable Crichton," by James M. Barrie. The romantic comedy was directed by Lewis Gilbert and produced by Ian Dalrymple for Columbia Pictures.

(Diane Cilento)

A blonde vest-pocket Venus, Diane Cilento plays one of four lovely young women cast away on a tropic island with a handsome young man, in Columbia Pictures' "Paradise Lagoon." Starred with Diane in the Technicolor comedy at the ..... Theatre are Kenneth More, Cecil Parker and Sally Ann Howes, the "My Fair Lady" girl.

Diane was born in New Guinea and spent her childhood in Queensland, Australia. When she was 15, her father was assigned to the U.N. Diane accompanied him to New York where she found the theatrical world irresistible. Before long, she had decided that the only possible career for her was that of an actress and, within a year, she was one of the busiest students at the American Academy of Dramatic Arts.

Some repertory work followed her graduation and then a career on the English stage and screen. Subsequently, Diane returned to America, appearing on Broadway in "Tiger at the Gates" and winning the New York Critics' Award for best actress of the year.

Vernon Harris penned the screen play of "Paradise Lagoon" based on the play, "The Admirable Crichton," by James M. Barrie. A Modern Screen Play production, the romantic comedy was directed by Lewis Gilbert.

(Opening Notice)

Sally Ann Howes, glowing blonde star of "My Fair Lady," comes to the ..... Theatre screen on ..... in Columbia Pictures' "Paradise Lagoon," the Technicolor romantic comedy which stars Kenneth More, Diane Cilento and Cecil Parker. Based on the play, "The Admirable Chrichton" by James M. Barrie, "Paradise Lagoon" was written for the screen by Vernon Harris, directed by Lewis Gilbert and produced by Ian Dalrymple.

(Barrie Play)

One of the theatre's more popular perennials, "The Admirable Crichton," James M. Barrie's famous play is the basis for Columbia Pictures' "Paradise Lagoon," the Technicolor romantic comedy starring Kenneth More, Sally Ann Howes, the "My Fair Lady" girl, Diane Cilento and Cecil Parker at the .... Theatre.

(Cecil Parker)

Cecil Parker, who is starred at the ..... Theatre in Columbia Pictures' "Paradise Lagoon," with Kenneth More, Diane Cilento and Sally Ann Howes, the "My Fair Lady" girl, again plays the type of "English character" which has won him wide acclaim. He is seen in the Technicolor romantic comedy as an elderly English peer.

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http://wcftr.commarts.wisc.edu

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